

# **EXHIBITOR MANUAL**



**Transamerica Expo Center - SP  
April 10<sup>th</sup> to 12<sup>th</sup>, 2012  
1:00pm to 9:00pm**

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## Dear Exhibitor,

We are pleased to present to you the Exhibitor Manual of Intermodal South America 2012. Inside you will find all instructions and forms for the set-up of your company's exhibit, such as electricity connection, water supply, badges, stand construction, freight forwarding etc.

We are very pleased that your company will be joining us at Intermodal South America 2012. You can help us to make your participation a success by doing the following:

- Read the Manual carefully
- Place your orders early to receive your materials and services in a timely and cost-effective manner.
- Contact us immediately if you have some questions, so that we can assist you in the most efficient way.

Regarding freight forwarding, please follow all instructions and respect the deadlines in order to guarantee that your goods will arrive in time for the exhibition.

For further information regarding the show, please do not hesitate to contact us:

Intermodal Eventos

Tel.: +55 (11) 4689-1935

Fax: +55 (11) 4689-1926

We are looking forward to seeing you in April.

Michael Fine  
Event Manager

E-mail: [mfine@ubmbrazil.com.br](mailto:mfine@ubmbrazil.com.br)

Kelly Lima  
Sales Executive

E-mail: [klima@ubmbrazil.com.br](mailto:klima@ubmbrazil.com.br)

Alexandre Scappini  
Operations Manager

E-mail: [ascappini@ubmbrazil.com.br](mailto:ascappini@ubmbrazil.com.br)

Bruno Maioli  
Operations Manager

E-mail: [bmaioli@ubmbrazil.com.br](mailto:bmaioli@ubmbrazil.com.br)

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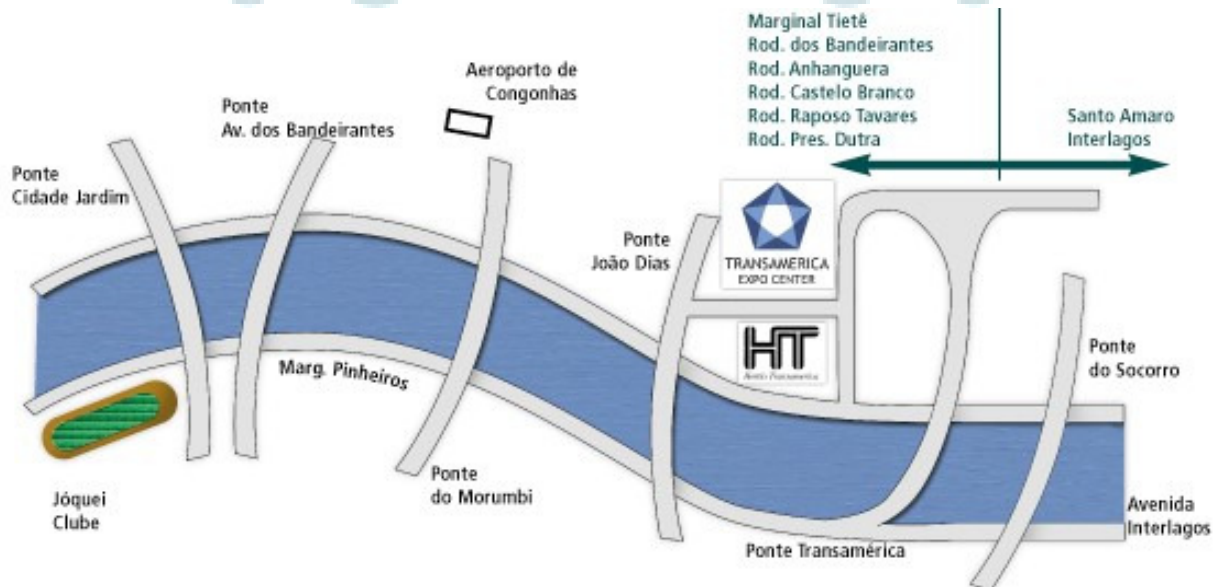
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## 1. CHECK LIST

**ORDER FORMS AND DEAD LINES**  
**Please Full fill it at Online Exhibitors Manual**

Form 1	Exhibitor Contact Sheet (all exhibitors)	March 02 <sup>nd</sup>
Form 2	Authorization for Stand Construction (only space only exhibitors)	March 02 <sup>nd</sup>
Form 3	Stand Builder's Term of Responsibility (for Brazilian Stand Builders)	March 02 <sup>nd</sup>
Form 4	Exhibitor Badges (all exhibitors)	March 02 <sup>nd</sup>
Form 5	Service Badges	March 02 <sup>nd</sup>
Form 6	Security Badges	March 02 <sup>nd</sup>
Form 7	Internet Connections	March 02 <sup>nd</sup>
Form 8	Data Collector	March 02 <sup>nd</sup>
Form 8.1	Audiovisual and Equipment of Informatics	March 02 <sup>nd</sup>
Form 9	Hostesses	March 02 <sup>nd</sup>
Form 10	Hydraulics	March 02 <sup>nd</sup>
Form 11	Electricity (all exhibitors except shell scheme C)	March 02 <sup>nd</sup>
Form 11.1	Electricity Outdoor Booths	March 02 <sup>nd</sup>
Form 12	Stand Cleaning Services	March 02 <sup>nd</sup>
Form 13	Stand Security Service	March 02 <sup>nd</sup>
Form 14	Fire Extinguisher (all exhibitors)	March 02 <sup>nd</sup>
Form 15	Stand Furniture	March 02 <sup>nd</sup>
Form 16	Landscaping	March 02 <sup>nd</sup>
Form 17	Sign Board (only for Shell scheme exhibitors)	March 02 <sup>nd</sup>
Form 17.1	Carpet and Columns	March 02 <sup>nd</sup>
Form 18	VIP	March 02 <sup>nd</sup>
Form 19	Electronic invitation	March 02 <sup>nd</sup>
Form 20	Workmen Passes (for stand builders)	March 02 <sup>nd</sup>
Form 21	Advertising in the Show Catalogue	March 02 <sup>nd</sup>
Form 22	Free Listing in the Show Catalogue (all exhibitors)	March 02 <sup>nd</sup>

## 2. HOW TO ARRIVE AT THE TRANSAMÉRICA EXPO CENTER



Av. Dr. Mário Villas Boas Rodrigues, 387  
 Santo Amaro São Paulo – SP  
 Tel: +55 11 5643-3000  
[www.transamericaexpo.com.br](http://www.transamericaexpo.com.br)

### Travel Information

For Information on hotel reservations, airlines tickets, travel packages and other travel services please contact

Almax – Travel Agency  
 Tel. (11) 3513-6100  
 Contato: Raphael Maza  
 Email: [raphael@almax.com.br](mailto:raphael@almax.com.br)

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### 3. EXHIBITOR TIME TABLE

#### Buil-up - Show - Dismantling

Build-up		
Friday	April 6 <sup>th</sup>	9.00am – 08.00pm.
Saturday	April 7 <sup>th</sup>	8.00am – 08.00pm.
Sunday	April 8 <sup>th</sup>	8.00am – 08.00pm.
Monday	April 9 <sup>th</sup>	8.00am – 6:00pm.
Show Hours		
Tuesday	April 10 <sup>th</sup>	1.00pm – 9.00pm.
Wednesday	April 11 <sup>th</sup>	1.00pm – 9.00pm.
Thursday	April 12 <sup>th</sup>	1.00pm – 9.00pm.
Dismantling		
Thursday	April 12 <sup>th</sup>	After 11.00pm.
Friday	April 13 <sup>th</sup>	12.00am – 08.00pm.

#### Organizer's Office Opening Hours

Build-up		
Friday	April 6 <sup>th</sup>	10.00am – 8.00pm.
Saturday	April 7 <sup>th</sup>	8.00am – 8.00pm.
Sunday	April 8 <sup>th</sup>	8.00am – 8.00pm.
Monday	April 9 <sup>th</sup>	8.00am – 8:00pm.
Show Hours		
Tuesday	April 10 <sup>th</sup>	8.00pm – 9.00pm.
Wednesday	April 11 <sup>th</sup>	8.00pm – 9.00pm.
Thursday	April 12 <sup>th</sup>	8.00pm – 9.00pm.

During the show days, stand builders and cleaning staff can only enter the pavilion from 8.00am to 11.00 am. **They are not allowed on the exhibit floor during show hours.**

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## IMPORTANT

All shell scheme stand construction materials must be returned in the same condition as they have been supplied to the exhibitor. **It is not allowed to paint the wall panels.**

Exhibitors will be charged for all damages.

### ENTRY OF SAMPLES AND PROMOTIONAL MATERIALS

Shell Scheme Stands will be ready on **Monday, April 9<sup>th</sup> at 4.00 pm**. After this time, exhibitors are free to bring in samples and promotional materials.

### REMOVAL OF SAMPLES AND PROMOTIONAL MATERIALS

All samples and promotional materials should be removed from the stand on **Thursday, April 12<sup>th</sup> between 09.00pm and 11.00pm**. All samples that were not removed will be discarded.

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#### 4. PRESS SUPPORT



Exhibitors at **Intermodal 2012** have one more way of maximizing the benefits from their participation: the media production company **Conteúdo Empresarial** will produce a communications package to further increase participating companies' exposure in specialized media.

To make the most of this initiative, we suggest you give us a contact in your company to provide information and images on the products and services you will be presenting.

Some suggestions for the information you give us:

- A profile of your company's activity – its line of products and services.
- What products and services will you launch at **Intermodal 2012**?
- What results do you expect from your participation in the event?

##### **Press Room:**

- ✓ All the exhibitors are entitled to make available Press Kits in the Press Room during the event.
- ✓ The Press Room has the infrastructure to hold interviews and press conferences. The exhibitors may use this area, which will be administrated by **Conteúdo Empresarial**.

##### **WebSite** ([www.intermodal.com.br](http://www.intermodal.com.br))

- ✓ In the Press section in the official website of the event there is a section called Press Releases, where all the exhibitors may display their press releases about the participation in the Intermodal. The press releases shall be sent to the e-mail [imprensa@intermodal.com.br](mailto:imprensa@intermodal.com.br) as of now.

##### **Registration**

- ✓ The registration of journalists and press people will also be managed by **Conteúdo Empresarial**. Therefore, inform us if your company intends to invite journalists to visit the exhibition.

**Important Note:** Transmit this information to the person responsible for press and public relations in your company and/or ask your PR agency to register at **Conteúdo Empresarial**.

Journalists **Érica Amores** and **Valeria Bursztein** – of *Conteúdo Empresarial Comunicação Integrada* – will be responsible for relations between the media and exhibitors and organizers of **Intermodal 2012**, held on April 10–12 in São Paulo.

##### **Event details:**

**Intermodal South America 2012 – The 18<sup>th</sup> International Exhibition on Cargo Transport, Logistics and Foreign Trade**

Date: April 10–12, 2011

Time: 1 p.m. to 9 p.m.

Venue: Transamérica Expo Center, São Paulo, Brazil

Contacts: [www.intermodal.com.br](http://www.intermodal.com.br) / [imprensa@intermodal.com.br](mailto:imprensa@intermodal.com.br)



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## 5. FORMS OF PARTICIPATION

### SPACE RENTAL ONLY EXHIBITORS

#### START OF STAND CONSTRUCTION

Exhibitors, who have booked space-only, may start their stand construction on **Friday, April 6<sup>th</sup> at 09:00am.**

#### IMPORTANT!

All space-only exhibitors must fill out form 2 “**Authorization of Stand Builder**” by **March 02<sup>nd</sup>, 2012** in order to authorize their stand constructor to build the stand.

#### FINISHING STAND CONSTRUCTION

Stand building must be finished by **Monday, April 9<sup>th</sup> at 18.00pm.**

Each stand must have a self-supporting structure, and may not be fixed to any part of the exhibition building. In case of two exhibitors sharing the same area or renting neighboring areas, they may settle the costs of the common division wall among themselves. The external face of the division wall must have a good finishing.

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## SHELL SCHEME PLUS

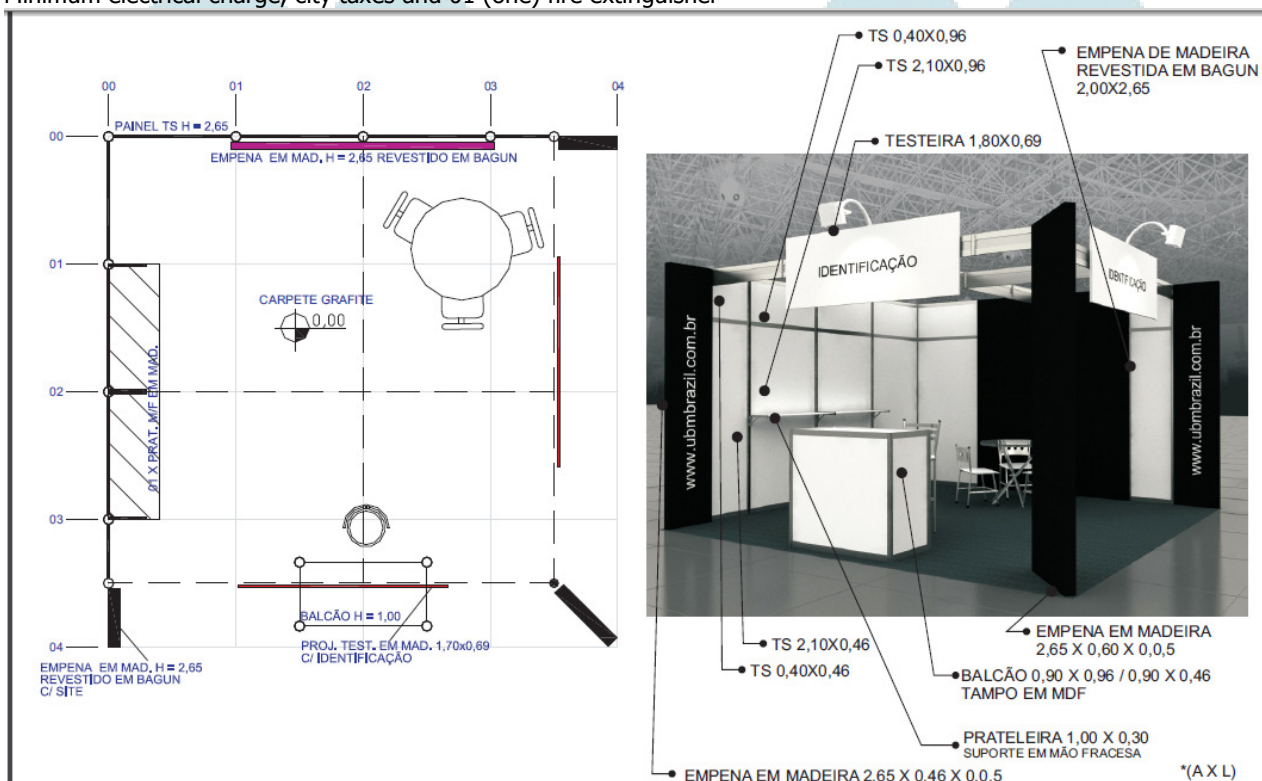
Decoration items which are included in Shell Scheme B:

### Until 20 sq.m.

Includes: paneled walls with 2.65m x 0.96m ( white color), decorative columns with ecological header with company's name, 01 (one) table, 03 (three) chairs, 01 (one) counter, 01 (one) stool, 02 (two) shelves, 01 (one) power point 220V, 01 (one) spotlight for each 3sq.m. Optional carpet color (gray/blue/red/green) Minimum electrical charge, city taxes and 01 (one) fire extinguisher

### 21 sq.m. until 30 sq.m

Includes: paneled walls with 2.65m x 0.960m ( white color), decorative columns with ecological lateral columns, back wall on ecological leather (2 m width by 2,65m height) in 4 different color header with company's name, 02 (two) tables, 06 (six) chairs, 02 (two) counters, 02 (two) stools, 02 (two) shelves, 02 (two) power point 220V, 01 (one) spotlight for each 3sq.m optional carpet color (gray/blue/red/green)  
Minimum electrical charge, city taxes and 01 (one) fire extinguisher



Optional carpet color (gray/blue/red/green)  
Minimum electrical charge, city taxes and 01 (one) fire extinguisher

## SHELL SCHEME FULL PACKAGE

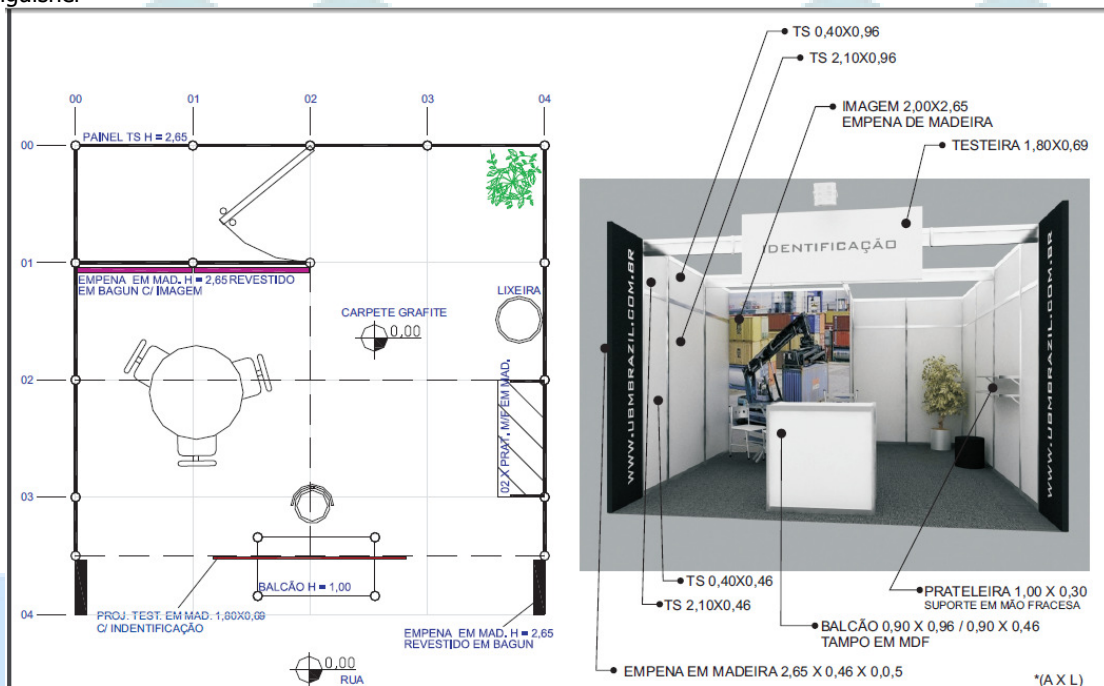
Decoration items, which are included in Shell Scheme Full Package:

### Until 20 sq.m.

Includes: paneled walls with 2.65m x 0.96m ( white color), decorative columns with ecological leather in 4 different color options (blue, red, green and black), exhibitor web site inserted on lateral columns, Image or logotype (supplied by the exhibitor) inserted at stand decorative back wall (2,00m width by 2,65m height), header with company's name, 01 (one) table, 03 (three) chairs, 01 (one) counter, 01 (one) stool, 02 (two) shelves, 01 (one) deposit with door, 01 (one) trash can, 01 (one) power point 220V, 1 (one) spotlight for each 3sq.m., 01 (one) Flower vase for box stand or Garden for corner stand Optional carpet color (gray/blue/red/green) Minimum electrical charge, city taxes and 01 (one) fire extinguisher

### 21 sq.m. until 30 sq.m

Includes: paneled walls with 2.65m x 0.96m(white color), decorative columns with ecological leather in 4 different color options (blue, red, green and black), exhibitor web site inserted on lateral columns, Image or logotype (supplied by the exhibitor) inserted at stand decorative back wall (2,00m width by 2,65m height), header with company's name, 02 (two) tables, 06 (six) chairs, 02 (two) counters, 02 (two) stools, 04 (four) shelves, 01 (one) deposit with door, 02 (two) trash can, 02 (two) power point 220V, 1 (one) spotlight for each 3sq.m., 01 (one) Flower vase for box stand or Garden for corner stand. Optional carpet color (gray/blue/red/green) Minimum electrical charge, city taxes and 01 (one) fire extinguisher



### IMPORTANT

All material from shell scheme stands are for decoration purpose only and shall return to the suppliers in the same condition it has been delivered to the exhibitors. Any damages will be charged.

Paintings and holes are strictly forbidden.

Images are merely illustrative; shape and color variations are acceptable.

## 6. Mandatory Fees

All mandatory fees were changed in contract. There are:

- Cleaning (Exhibitors with space only)
- City Taxes (All exhibitors)
- Basic Electricity (All exhibitors)
- Electricity during Build-up

### 6.1 CLEANING (EXHIBITORS WITH SPACE ONLY)

During the build-up and dismantling of the event, the promoter, through specialized company, maintain the cleaning team on call in permanent flags. This service aims to preserve the order of the common areas. This service has a cost of U\$ 10,00 multiplied by the total area of each booth.

Example: for a stand of 20x meters to U\$ 10,00 rate will be U\$ 200,00

Each exhibitor is responsible for cleaning and security inside their booths.

### 6.2 CITY TAXES (ALL EXHIBITORS)

The City of Sao Paulo demands from all exhibiting companies attending at any business sector shows the payment of 3 different fees, detailed below. To answer the legislation, the Organizer will pay the fees of all booths, and will charge each one as follow below.

CITY TAXES	TOTAL VALUE
Establishment Inspection Fee	U\$ 240,00
Advertisement Control Fee	
Gifts and Leaflets Distribution Fee	

### 6.3 BASIC ELECTRICITY ENERGY (ALL EXHIBITORS)

The minimum basic electricity is 2.0 KVA to booth up to 20m<sup>2</sup>. For larger booths, 0.10 KVA per meter will be charged.

The value will be calculated on the size (square meters) of the booth multiplied by 0.10 KVA. The number obtained from this calculation will be multiplied by U\$ 230.00.

**Example: for a booth of 20 X square meters 2.0 KVA X U\$ 230.00 the rate will be U\$ 460.00.**

If the minimum electricity requirement is not enough, the exhibitor should solicit additional electricity using the electronic Exhibitors manual.

### 6.3.1 Outside Basic Electricity

The exhibitors who booked outdoor space only must order the main connection and the electricity consumption for 5 kilowatts plus U\$ 90.00 install taxes. The minimum basic electricity to the outside area is 5.0 KVA regardless of the area acquired by the exhibitor.

### 6.4 ELECTRICAL ENERGY DURING BUILD-UP (Space only Exhibitors)

A fee of U\$ 90.00 per constructed booth will be charged for the consumption of electricity during the build-up.

## 7. Stand Construction regulations

### PRESENTATION OF STAND DESIGN

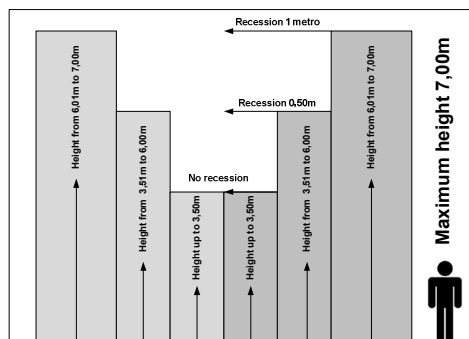
Exhibitors who have space only **must send their stand project** to the Intermodal Eventos Technical Department ([bmaiol@ubmbrazil.com.br](mailto:bmaiol@ubmbrazil.com.br) / [ascappini@ubmbrazil.com.br](mailto:ascappini@ubmbrazil.com.br)) by **March 02<sup>nd</sup>, 2012**. The front elevation, side elevation, cross-section (duly measured) must be presented. Any modification of the project must be sent to the Technical Department again. The organizer reserves the right to suspend the build-up, if any irregularity is discovered.

### MAXIMUM HEIGHT, RECESSON AND WEIGHT ALLOWED

Maximum height allowed: 7.00 meters (consider from the floor of the pavilion)

Maximum weight allowed: 2,000 kgf/sq.m.

The table below shows the recession to be observed between the walls of neighboring stands regarding the height of their structural elements. These measures are considered from the floor of the pavilion:

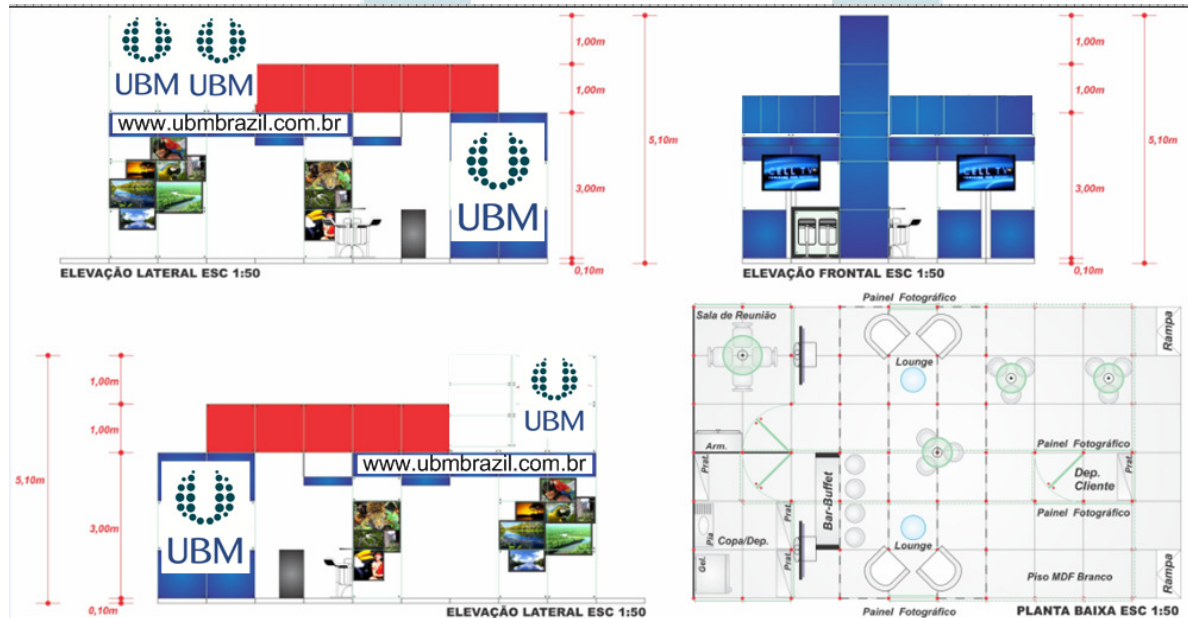


Height (m)	Recession (m)
Up to 3.50 m	0
From 3.51m to 6.00 m	0.50 m
From 6.01m to 7.00 m	1.00 m



EVERY EXHIBITOR WHO HAVE SPACE ONLY MUST HAVE IN THEIR STRUCTURE ELEVATED WOODEN FLOOR (10 CM HEIGHT), ACCESSABLE RAMP, paneled walls, LIGHTNING AND SIGNAGE/HEADER. EVERY PROJECT MUST BE APPROVED BY UBM TECHNICAL DEPARTMENT IN ADVANCE. EXHIBITORS MUST SEND THEIR STAND PROJECTS AS THE EXAMPLE BELOW.

EXAMPLE:



**Outdoor booths must follow the same instructions.**

All the assembly of stands shall be informed the name and registry at the CREA of the architect responsible, the technical responsibility tax (ART) duly paid in a bank and besides a visible identification at the front of the stand with this information (plate).

**If you need help with this documents please contact Facility Doc.**

FACILITY DOC.  
 Daiane Lima  
 Phone: 11-5811-0788 - 11-6171-1567  
[daiane@facilitydoc.com.br](mailto:daiane@facilitydoc.com.br)

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## LIFTING OF AERIAL STRUCTURES AND WORKS ABOVE THE GROUND

These activities are carried out by the stand construction companies for some stands whose designs demand the lifting of air structures, such as: aluminum structures (box truss), lighting systems, projectors and sound devices.

The exhibitor needing to use such resources for additional structures for the stand shall pay to the Organizers the amount U\$ 200,00/point or node, observing the limitations of the Transamerica Expo Center of 60 kg/point and/or 20 kg/sq.meter of the area used.

For any other aerial installation which is not an additional structure of the design of the stand, the exhibitor shall check the Merchandising manual of the **Intermodal 2012**.

## TWO FLOOR STANDS (MEZANINE)

The amount to be paid to the organizers per square meter of built area on the second floor shall be the half of that paid for the ground area. Second floors are subject to approval solely by the management of Intermodal.

The blueprints of two floor stands shall include: structural calculations, the certificate number of the architect responsible and the technical responsibility tax (ART) duly paid in a bank. In addition, the front of the stand shall have a plate with the name and the certification number of the architect responsible.

The structure of the mezzanine shall be built of metal and in accordance with the rules of the Brazilian Association of Technical Norms (ABNT). The support structures must be made of the same material and stand directly over protectors made of carpet or rubber. The structure must be dimensioned in accordance with the calculations of capacity per sq.meter as stated in the spreadsheet of load capacity. The floor of the mezzanine must be compatible with the load capacity set in the same spreadsheet. The maximum capacity of people must be informed at the start of the steps linking the ground floor to the mezzanine.

It is forbidden to use glass walls in the mezzanine, only panels made of acrylic or polycarbonate or similar materials being permitted, which shall have a maximum area of 1.00 X 1.40 m. Exceptions to this rule will only be made in cases when the glass walls have been coated with a safety film of the "insul-film" type, or for panels made of temperate or laminated glass.

**The designs of the stands must be submitted in writing to the approval of the organizers by **March 02<sup>nd</sup>, 2012**. The approval of the design of the stand by the organizers of the **Intermodal 2012** is limited solely to the analysis of the design regarding the rules for assembly and occupation of the leased area.**

- Brazilian Association of Technical Norms – ABNT (**ABNT – Associação Brasileira de Normas Técnicas**)  
**Rua Minas Gerais, 190 – São Paulo – SP – 01244-010 - Tel.: +55 11 3017-3600**

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## LIABILITY

It is fully agreed that the Exhibitor or its assignee are enrolled to carry all responsibility for every legal and labor obligations, as well as for all and any kind of accidents caused by him, his employees or any other person providing any service in the booth, including the assembly and disassembly periods.

### **THE ORGANIZERS ARE NOT RESPONSIBLE FOR ANY KIND OF MAINTENANCE SERVICES ON THE STANDS WHATSOEVER.**

Therefore, we suggest to the exhibitors to ask to the companies hired for the assembly and decoration of the stand, to keep employees on standby in the pavilion during the whole event.

It is the sole responsibility of the exhibitor the payment of taxes, tariffs and other fees, as well as whatever sums owed to any person or agency due to the event, as well as complying with the legal demands. It is also the responsibility of the exhibitor to comply with all obligations of the employment legislation in force, with any and every specific norm or rule (without exceptions) towards its employees, representatives or accredited (especially, but not only). It is up to the exhibitor to observe the demands regarding payment, the registry of the hiring contract, the payment of contributions to the Social Security and the FGTS, besides the supply of meal-vouchers, transport-vouchers, etc. The exhibitor must comply with the Norms on Safety and Work Health, according to the Law n.º 6.514, of December 22<sup>nd</sup>, 1997 and the Bill n.º 3.214, of June 08<sup>th</sup>, 1978, taking responsibility for all and every occurrence or job accident, including the communication to the INSS and for its consequences, like fines, indemnities, costs and others, so as to exempt **Intermodal Eventos** from whatever obligations, including law suits.

## INSPECTIONS BY THE MINISTRY OF LABOR AND FEDERAL POLICE

The Ministry of Labor, with the aim of leveling the differences by hiring workers, has been carrying out inspections at the fair pavilions in order to give guidelines and to control.

We remind that the company hiring services may be considered co-responsible regarding the labor obligations, and should therefore demand from the service rendering companies the proofs of regularity in order to avoid possible problems.

The hiring of workers must comply with (artigo 443, parágrafos 1o. e 2o., letras A e B da Consolidação das Leis do Trabalho), which rules the hiring of temporary workers, like receptionists, waiters, security (Security – check item 8, page 16 of this Manual), cleaners, stand assemblers and workers of service rendering companies.

The documents that shall be kept in your stand at the disposal of the labor inspectors are the following:



### **1) EMPLOYEES OF THE EXHIBITING COMPANY**

- Copy of the registry of the employees;
- Presence ticket.

### **2) EMPLOYEES OF THE SERVICE RENDERING COMPANIES**

- Contract for the rendering of services;
- Copy of the registry of the employees or badge with full name, job, and date of admission and PIS/PASEP number;
- Presence ticket.

### **3) PART TIME WORKERS**

Contract signed with the part time company and the registry of the same at the Ministry of Labor and a list of the workers rendering services in this condition.

Presence ticket

Registry at the Ministry of Labor

### **4) AUTONOMOUS PROFESSIONALS**

- Copy of the registry of the autonomous professional at the City Hall and the Social Security (INSS).

The documents mentioned at items 2 and 4 shall be demanded by the moment of hire of the workers, allowing that in the future, in a possible labor lawsuit Exhibitors and Service Renders can have enough elements to defend their interests.

### **DATA UPDATE**

The exhibitor shall keep the organizers informed about possible changes in the company (contact person for the event, board of directors, phone, e-mail, company represented, etc).

### **PERSONNEL REGISTRATION**

The access to the pavilion of the event is reserved to the exhibitors and their representatives, agents or badged employees, invited guests and professionals from the segments of logistics, transports and foreign trade, which had already received the official badges of the tradeshow. The Organizers will analyze other cases.

The access to students and minors of 18 to the pavilion is forbidden, even if escorted.

The access to the pavilion will be denied without the official badges of the exhibition.

All the professionals working in the tradeshow during the assembly, the event itself and/or disassembly shall obligatory wear the identification badges ostensively.

## **8. General items AND SERVICES**

### **AIR CONDITIONER**

The pavilion of the Transamérica Expo Center is climatized, so the exhibitor will not need an air conditioning system inside the stand. It is forbidden to install air conditioner inside the exhibition. For the outside Area, it will be allowed.

## **CAR PARKING**

Please contact the Transamerica Expo Center for more information.

Email: [antoniocarlos@estapar.com.br](mailto:antoniocarlos@estapar.com.br)

Tel.: +55 (11) 5643 3012

## **DISTRIBUTION OF MARKETING MATERIAL**

The exhibitor can only distribute marketing and advertising material in his stand and in the press office.

## **ORGANIZER'S OFFICE**

During the build-up and the exhibition, the organizer's office will be located in the entrance of the exhibition hall.

## **EXHIBITOR BADGES**

These badges are for stand staff of the exhibiting company and give access to the show floor during build-up, show and dismantling hours. The free exhibitor badges can be ordered through Form 4.

## **SERVICE BADGES**

These badges are offered to persons which offer services at the stand, such as hostesses and waiters. The service badges can be ordered through order form 5.

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## VISAS FOR FOREIGNERS

It is recommended to check at the Brazilian Embassy, Consulate or Representation in your country the need of visas to come to Brazil. Work or Tourist visas are necessary for all those willing to visit the country, EXCEPT for those holding valid passports issued by the following countries:

Argentina	Denmark	Holland	Norway	South Africa
Australia	Ecuador	Hungary	Paraguay	South Korea
Austria	Finland	Israel	Peru	Spain
Belgium	France	Italy	Poland	Sweden
Chile	Germany	Luxemburg	Portugal	Switzerland
Colombia	Great Britain	Malta	Philippines	Thailand
Costa Rica	Greece	Mônaco	Slovenia	Uruguay

The best source of information about Visas is the Brazilian diplomatic representation in your own country; please visit the Brazilian Foreign Affair Ministry website which lists all the Brazilian Missions Abroad: [www.mre.gov.br/ingles/consular\\_service/foreigners.asp](http://www.mre.gov.br/ingles/consular_service/foreigners.asp). If you need more information please contact the official tour agency of the event:

Almax Agência de Viagens  
 Tel. (11) 3513-6100  
 Contato: Raphael Maza  
 Email: [raphael@almax.com.br](mailto:raphael@almax.com.br)

## SECURITY

During the build-up, exposition and dismantling the organizer will be responsible for the general security of the hall, but cannot be held responsible for the security at each stand. To guarantee the security at your stand we recommend contracting a specialized security service through form 12. You can order the security service for a period, for that, please use the Online exhibitors Manual.

## INTERNET

Please order internet using Online exhibitors Manual.

## DATA COLLECTORS

A visitor badge scanning system can be ordered from the official registration company. Please go to Online exhibitors Manual for more details. If you have any questions please contact them directly. INTERAÇÃO – PHONE 55 (11) 2678 7050 [nonato.tavares@interacao.com.br](mailto:nonato.tavares@interacao.com.br) .

## **AUDIOVISUAL AND IT EQUIPMENT'S**

The official company to perform all leases on display audio visual equipment and informatics is Plithy Leases. Please visit the website: [www.plithy.com.br](http://www.plithy.com.br) or please contact Tel.: +55 (11) 3858 – 5454 or e-mail: [lygia@plithy.com.br](mailto:lygia@plithy.com.br)

## **HOSTESSES**

All exhibitors can order Hostesses who speak Portuguese / English or Portuguese/ Spanish through the Online exhibitors Manual.

## **HYDRAULICS (water and waste)**

The exhibitors who want a water connection in their stand can order this using the Online exhibitors Manual.

## **ELECTRICITY**

**Space only** exhibitors must order a main electricity connection and a minimum consumption of 2 kilowatts. This connection is already included in the Shell Scheme Plus and Full Package. All exhibitors who will use more electricity must order additional kilowatts using the online exhibitors Manual

### **Important!**

The voltage in the Pavilion is 220V Single Phase or 380 Triple Phase 60Hz; if other voltage is required, a power converter must be used.

## **STAND CLEANING SERVICES**

Stand cleaning services include a pre-show cleaning and cleaning services after each show day. Please go to online exhibitors Manual to order cleaning services.

## **FIRE EXTINGUISHER**

All booths must have a 4 Kg dry chemical fire extinguisher for each 25 sq.m.. Please go to Online exhibitors Manual to rent it from the official fire protection company.

## **Landscaping**

The company Garden is the official supplier to undertake all floral display works at the pavilion. Please use the Online exhibitors Manual to order landscaping

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## **SIGN BOARD**

All Shell Scheme exhibitors must inform the sign board name using the Online exhibitors Manual. This Board will hang on top of your stand with the name of your company.

## **FREE LISTING AT EXHIBITION CATALOGUE**

Copies will be available to all participants of Intermodal South America 2012. Please use the Online exhibitors Manual to input your information.

## **LIFTING AND HANDLING**

Exhibitors who require assistance in handling heavy equipment and machines on the exhibition floor should contact MasterLift. Tel.: +55 (11) 5102 – 2210 or e-mail: [masterlift@masterlift.com.br](mailto:masterlift@masterlift.com.br)

## **SOUND SYSTEMS**

Each exhibitor must ask for written approval from the organizer for the use of amplified sound systems. They must ensure that the noise levels do not cause nuisance to other exhibitors. Live music is only allowed after 7pm and within a closed area.

According to Law 9.610/98 which regulates the copyright, the company exhibitor who use music in their stands, by any means and / or process, including AM / FM, should collect specific rate through supplied by ECAD own guide at any branch of the banking network. More information, contact the representation of ECAD in the city to the event.

ECAD – Escritório Central de Arrecadação e Distribuição  
Av. Paulista, 171 3º andar  
Cep.: 01311-000 São Paulo / SP  
Tel.: 011 3287-6722 / Fax: 3285-6790  
Das 9h00 às 17h00

## **STORAGE OF PACKING MATERIALS AND CASES**

The packing materials and empty cases should be stored by your freight forwarders. It is not allowed to store them on or behind your stand.

## 9. Legal Procedures

### **Official Freight Forwarding Agent and Customs Brokers for the Fair:**

BRAZIL WIND LOGISTICS AGENC. INT. DE CARGAS LTDA.  
"The Power Of Intelligent Logistics"  
Fone: 55 11 5033.7700  
Fax: 55 11 5034.9035  
www.windlog.com.br

Contacts:  
Linda Yamada Kuriki  
Intl Trade Shows Manager and Sales  
Email: linda@windlog.com.br  
Nextel: 86\*229496  
Celular: 55 11 7732.0307  
Skype: linda.kuriki.wind  
MSN: linda\_kuriki@hotmail.com

André Moura - e-mail: andre.moura@windlog.com.br  
Reinaldo Seiji - e-mail: reinaldo@windlog.com.br  
Carla Mayumi - e-mail: carla@windlog.com.br

Wind Logistics has offices and Agents all over the world, and can offer door to door services, since:

- pick up of your goods at the origin
- transport from your place to the Port or Airport of shipment
- instructions to prepare the export documents
- Airfreight or Seafreight shipment
- customs clearance
- transport and delivery of the goods to your booth at the Fair
- storage of empties in our deposit
- assistance during the Fair
- delivery of empties to your booth after the end of the Exhibition
- reshipment or nationalization of the goods (in case of sale).

It is necessary to contact Wind Logistics in advance, in order to receive the necessary instructions to prepare the shipping documents and contact of the local Agent at the origin.

Some kind of goods need Import License before the shipment, so it is very important to contact Wind Logistics in advance.

Machines and equipments can be shipped on Temporary admittance basis, with no payment of Import duties, to be reshipped or nationalized after the Fair.

Free distribution goods like catalogs, free away gifts must be shipped as definitive importation and pays import duties.

Deadline dates:

- Seafreight shipment must arrive at SANTOS Port until 30 days before the delivery date to the booth.
- Airfreight shipment must arrive at GRU Airport until 17 days before the delivery date to the booth.

Please ship the goods only after Wind Logistics check the documents previously, in order to avoid customs clearance problems.

**Official Freight Forwarding Agent and Customs Brokers for the Fair:**

<b>FIORDE Ltda.</b> <i>(Joint Venture with FIORDE Logística Internacional)</i>	
Address: Rua Frei Caneca, 739 – Cerq. César 01307-001 - São Paulo – Brasil Site: <a href="http://www.Fiorde.com.br">www.Fiorde.com.br</a>	Phone: (+55 11) 3218-7000 Fax: (+55 11) 3218-8199 E-mail: <a href="mailto:fairs@Fiorde.com.br">fairs@Fiorde.com.br</a>
Exhibitors' First Contact	Coordinator in Charge
Name: <b>Sérgio Corredato</b> E-mail: <a href="mailto:scorredato@Fiorde.com.br">scorredato@Fiorde.com.br</a> Phone: <b>(+55 11) 3218-8173</b> MSN: <a href="mailto:sergio@corredato.com.br">sergio@corredato.com.br</a>	Name: <b>Marcos Krekovski</b> E-mail: <a href="mailto:mkrekovski@Fiorde.com.br">mkrekovski@Fiorde.com.br</a> Phone: <b>(+55 11) 3218-8184</b> Mobile: <b>(+55 11) 7713-7673</b>

The Non-Compliance to these requirements will exempt **Fiorde Ltda., Fiorde Logística Internacional** and **UBM Brazil Feiras e Eventos Ltda.** from any responsibility for the non-liberation and/or delay on the delivery of goods destined to the event.

UBM



## 10. Official Suppliers

Hall Logistics  
Trans Expo Transportes Ltda.  
Tel.:+55 (11) 4109-9011  
[trans-expo@trans-expo.com.br](mailto:trans-expo@trans-expo.com.br)

LIFTING AND HANDLING  
Masterlift Transportes e Locações de Equipamentos  
Tel.: +(11)5102-2210 – Cel.: +(11)9616-9036 / 7881-6340  
Rodrigo Ribeiro dos Santos  
[masterlift@masterlift.com.br](mailto:masterlift@masterlift.com.br)  
[www.masterlift.com.br](http://www.masterlift.com.br)

Hotel  
Hotel Transamerica  
Tel.:+55 (11) 5643-3000  
[www.transamerica.com.br](http://www.transamerica.com.br)

Signs & Banners  
SCR Visuall  
Tel.:+55 (11) 6967-0284  
[comercial@scrvisuall.com.br](mailto:comercial@scrvisuall.com.br)

Almax – Travel Agency  
Tel. (11) 3513-6100  
Contato: Raphael Maza  
Email: [raphael@almax.com.br](mailto:raphael@almax.com.br)

Audio Visual and Computer Equipament  
Plithy Locações.  
Tel.:+55 (11) 3858-5454  
[lygia@plithy.com.br](mailto:lygia@plithy.com.br)

Transamérica Expo Center  
Tel.:+55 (11) 5643-3024  
[servicos@transamerica.com.br](mailto:servicos@transamerica.com.br)

WIND LOGISTICS  
Contact name: Mrs Linda Yamada Kuriki  
Phone: +55 11 5033 -7700  
E-mail: [linda@windlog.com.br](mailto:linda@windlog.com.br)

Stand Builder  
DMDL  
Tel.:+55 (11) 2207 6864  
[bruno.lopes@dmdl.com.br](mailto:bruno.lopes@dmdl.com.br)

FACILITY DOC.  
Tamara Savelkoul  
Phone: 11-5811-0788 - 11-6171-1567  
[tamara@facilitydoc.com.br](mailto:tamara@facilitydoc.com.br)

UBM